Erik Averill ([00:00](https://www.rev.com/transcript-editor/Edit?token=9eKZ11Uw0n2KhRxvZx5Lh2MCb82APEtzP4ThGE79i9dA9qgZKwjtcqPwVOKfE0sMcsoX7rHgynruTf3FXVeDRgAQgMI&loadFrom=DocumentDeeplink&ts=0.17)):

Hey everyone. Welcome to the Athlete CEO podcast. I am extremely excited for all of our listeners today. We have an amazing guest, a legend in so many ways from an athletic perspective, but just excited to hear about the transition from being deemed the world's fastest man at one point in his career to now really being a picture of how do you carry success from your athletic career all the way through life. So, with that, we'd like to welcome Michael Johnson to the podcast. Michael, thanks for joining us.

Michael Johnson ([00:35](https://www.rev.com/transcript-editor/Edit?token=P5gOnXOq4JA05F_dWqb9DT8sMfjpL1e7UBxm3EYfP1pZHCnn6R6pjRcTO21TD8G3IpAA8vqY0xwR9aFCgYeHRUmMIH4&loadFrom=DocumentDeeplink&ts=35.08)):

Absolutely. Thanks for having me.

Erik Averill ([00:37](https://www.rev.com/transcript-editor/Edit?token=ZhjZSyZC9Sj_8scpGCsVkbMOvrSKhmz_ZYpPLH_Gwg8t8ktfWLDTcCUgOshNCHfOSdJAoJRGFB0MqyEf1s4yJG1Jl9s&loadFrom=DocumentDeeplink&ts=37.87)):

Yeah, well this is, as we've talked about before, an exciting conversation because so many of our listeners are currently in the middle of their professional athlete career. We have a handful that have made this transition into, I would say, the regular world of trying to have success, whether that's in business as broadcasting or coaching their specific sport. So much of this is your background so where I would love to start is, maybe not necessarily focusing on all of the accolades, the four gold medals and all of those amazing things, but maybe at the end of your career as you started to make that transition from the track and field into what's going to be next. So, my question is, at what point in your career did you actually start to think about life after sport?

Michael Johnson ([01:30](https://www.rev.com/transcript-editor/Edit?token=xbYgM-JL1wFVpxUB03xjcbKNv3dIW4-2CsaDXhswwEz7Bpdvv0F4XeBctZD6PqNcXQ9oSottmRTU7EiF2ar8m-vWQn8&loadFrom=DocumentDeeplink&ts=90.47)):

Yeah, it's a good question. I think given the unique nature of my sport and my journey as well into professional sports, I was thinking about what was going to happen after professional sports before I even got into it. When I got into college, my freshman year of college at Baylor university, I arrived on campus right out of high school, not thinking this is going to be one year of college and then onto professional sports or four years of university and onto professional sports. I thought, I'm going to spend four years here and because I'm on scholarship, I don't have to pay for it and then I'm going to go into the world of business. So, that was what I thought was going to happen.

Michael Johnson ([02:18](https://www.rev.com/transcript-editor/Edit?token=LNkWGhA23mq_mT5f8rT64c1N51sW3Fw008C4ofzBNrIWNHKbr-JJbsoYBpud4SLVKwkJXms_V54dylIr0vhkKBP17V4&loadFrom=DocumentDeeplink&ts=138.3)):

I made a huge jump in terms of realizing what my potential was about freshman year at Baylor and became introduced to what I had never even realized before, which was an opportunity to be a professional athlete in the sport of track and field. So, my journey was a little bit different. And then, the unique nature of track and field as a sport where you've got a few people at the very top who do really, really well financially and are truly professional athletes in the way that anyone would understand professional athletes life and earning potential. But that's very few, the very overwhelming majority of people in the sport, sort of upper middle class in this sport. So it's a tough sport. So you never know if you're going to be one of those or not.

Michael Johnson ([03:08](https://www.rev.com/transcript-editor/Edit?token=7jXB0QPJe1X1qbVy6UzDgL8IIfhWOatMuAXrTBxO9QcXFzaQWoyxfKVHWSwTBUFTOsa4scsqOa1JrI06ZuvrWcfQGZ8&loadFrom=DocumentDeeplink&ts=188.91)):

So, even when I got into the sport, my first year into the sport, I signed a contract with Nike and was doing really well and truly a professional athlete and had professional athlete earning potential. But it's a unique sport where it's only every four years if you get the chance to really make a mark that sort of transitions you as an athlete into the consciousness of just normal sort of people that's outside of track & field.

Michael Johnson ([03:41](https://www.rev.com/transcript-editor/Edit?token=7E4AkcPhPvPU3FlUK6GEl-lmH6nCHOIv037KZaX7hq3JOo_oWwxDF68yf09jppKym0fltMFBqVkWbaVmd1BlboVfZG8&loadFrom=DocumentDeeplink&ts=221.67)):

So, you just never know how long that career's going to last. So I was always thinking, and then I knew as well when I got into the sport that I'm going to retire at a very early age, even if I have a long career and I was fortunate to be in the sport professionally for 12 years. So, I was already thinking throughout my career, what's going to be next? When I'm 32, 33 years old, what am I going to be doing for the rest of my life? What do I want to do? And it was always to me, I'm going to pick right back up where I always thought I was going to land after college and I did business and entrepreneurship.

Erik Averill ([04:14](https://www.rev.com/transcript-editor/Edit?token=Ovi-Aspv8OmXJmfX6KxixUcknHQts0d2awDj2M6GJhWgzA5qdSJzMfmgTb09JIvhts2Yf5PAIE2r3ag2FhzB91TeifY&loadFrom=DocumentDeeplink&ts=254.64)):

That's very helpful. I have so many thoughts racing through my mind. One of the things that I'd love to hear you speak into is, a lot of athletes make the comment that, I just don't have time. It's, I only have a short window to play. So, for you knowing this is already an extremely difficult sport, it's something that you can be fantastic for, for three years and then have one bad trial and you don't even get to show up in the most important time that you've been planning for. So, from your perspective, there's this hyper focus on making sure you're performing at the highest level, at the right time. But I'm hearing, you said, I've also had this focus on becoming a business person and rounding myself as just an overall person in general. What would you say to the athlete that makes the comment, I want to do it, I just don't have time?

Michael Johnson ([05:09](https://www.rev.com/transcript-editor/Edit?token=z4893h6hYzc2lc-n20U5aqkK4FUXTebUb07pXX2hmLvx08O58lsUtHJEukZNySt0b7EYMoliaAAOkj7H_e9RLX9sFU8&loadFrom=DocumentDeeplink&ts=309.48)):

That's really just a choice and to be completely honest, it's a bit of a cop out because if you think about the life of a professional athlete, especially a team sport athlete, where you've got practices every day and you've got training, you got games and you're on the road and that sort of thing. But, you have a tremendous amount of downtime, probably more so than most people on a sort of normal nine to five. There's no doubt about it. I'm not arguing the fact. I was a professional athlete so I know that you're never off, it's 24/7 in terms of you got to be taking care of your body. You can't be out doing things physically that are going to affect practice later in the day.

Michael Johnson ([05:52](https://www.rev.com/transcript-editor/Edit?token=vAEAIAqi3DcZXYccW3QUHxuZjk9tspBCq2sP8lPRkFhEwvwM9Og5KuqIOWFYW0m1qI-fq-hi-VydryNC420S9CwN3OI&loadFrom=DocumentDeeplink&ts=352.94)):

Then you've got recovery after practice. But that's downtime that from a mental standpoint, you've got all sorts of time and there's an argument as well, that you don't want to be 24/7 mentally focused on the sport and on the job. Then you think about, the reason I say it's a cop out, people saying that they don't have time. Think about the time that you spent on so many other things that are recreational and enjoyable, which are important for that balance. But at the same time, it's also important to have that balance of thinking about, what are you passionate about? How do you prepare for life after sports, that is important. It doesn't take the sort of time that these people that are making that argument that I don't have time. I'm not sure, maybe they have a flawed sense of what it actually takes to think about and sort of prepare yourself for life after sports, but I just don't buy that argument.

Erik Averill ([07:00](https://www.rev.com/transcript-editor/Edit?token=C0W4imW_kfJzQW42VjECEX3lbBjIdrMEsuzZLN8EmzLlFcd5vm8847rIggvmejt8QeAm-5A0tKL_6m-VSmcLGC4z_L4&loadFrom=DocumentDeeplink&ts=420.18)):

Yeah, I agree wholeheartedly. For the athlete that maybe just heard that and said, you know what, Michael is right, I can't use that cop out, but I don't know where to start. What recommendation would you make to the athlete who is starting to be curious about life after sport and business? Are there any resources or just general frameworks that you would point them to, to start?

Michael Johnson ([07:24](https://www.rev.com/transcript-editor/Edit?token=HjpzW5Yi8cZX71-_GhuSmBEQJczniEzy7thH0_XIF8rXetUf1kg9dDal1hlSLx3rdx1GB17gKdaENvb-6ZWWSvJpaEQ&loadFrom=DocumentDeeplink&ts=444.39)):

Yeah, I think first of all, just spending the time thinking about, what do you want to do? I think there's a natural assumption by the public. As soon as people see me, stop me on the street, first thing they say is, are you coaching athletes now? There's just a natural assumption that if you're an athlete and you have success in a sport that you're going to coach in that sport or you're going to broadcast in that sport. That may not be what you're passionate about. Certainly, if you're an athlete who was in that sport, you've got some knowledge that you could share and impart onto another generation of players and that may be a possibility for you or broadcasting because you can get in the booth and explain to viewers what they're seeing.

Michael Johnson ([08:10](https://www.rev.com/transcript-editor/Edit?token=a_Gf_6UVyw8FThI4AH5gAZv66LsZUz28gnV2iAtRCu6TWWONTfh6_4iHotIoZ689A6u2w80RPAhA9JSh-eonKMigBBU&loadFrom=DocumentDeeplink&ts=490.52)):

That may be a passion for you, but it may not. So, I think that it's just trying to understand what it is that you're passionate about, what it is that you might have an interest in and giving that some thought and thinking about that. What do I want? What do I not want my life to look like? After this is over and I'm no longer training every day and going to practice every day games and, and all of those things that we all are fortunate to enjoy as athletes, but what do I want my life to look like on a day to day basis? Just really start to think about that and formulate some ideas as to what it is that you want to do and how you want your life to look and then talking to people who've been through the process as well. But, once you get an understanding of what you think you may want to do and spending some time getting an understanding of that particular role, that particular career or industry.

Brandon Averill ([09:03](https://www.rev.com/transcript-editor/Edit?token=yTgo28TxEj0nnIimfDTuNwkagtEHPwQ7z4xTCNnyXoM0hyzHIL3sl6qurBXNGVXSciqmFkhQrrFmNWGrm8C7vAGO1_w&loadFrom=DocumentDeeplink&ts=543.49)):

Michael, that makes a lot of sense. I was struck by a comment you made just a few minutes ago about really transferring the interests beyond sport. I know you've done a fantastic job of that in previous conversations. We've talked about your work with the BBC and doing documentary work. I'm curious, did you happen to, I would imagine the answer's yes, use your platform while you were an athlete to reach outside of circles that were purely sport? And if somebody wanted to go about that, we've heard multiple stories about different athletes doing this, how would you envision giving some advice to an athlete that wants to get outside of their traditional sport and try to develop relationships?

Michael Johnson ([09:48](https://www.rev.com/transcript-editor/Edit?token=2So-XaLhFC34OZ22yizxHtovBv2GzMpAEJXBtt08GsZbOOEenrvz-h0U2d2xVU4N51NIKP7EEExZlNxbwWr_OvBdj-8&loadFrom=DocumentDeeplink&ts=588.34)):

Yeah, I think it's effort first and doing the research to find out networking and then connecting with people who have expertise in that particular area and learning from them. That would be my suggestion. It's what I did. We have an incredible platform for networking with folks in different industries as an athlete because everyone loves sports and wants to mingle with and talk with athletes. So, you're having an incredible opportunity given the platform that you have as an athlete to be able to meet some incredible people in different industries and in different areas that you might have interest in. So, I would suggest that, reaching out to other people but making sure that there are people in the industry that have respect and have had success and that will be able to really explain how that particular industry or that particular career might work.

Brandon Averill ([10:55](https://www.rev.com/transcript-editor/Edit?token=fSduFjjbcrgpDBBeyFxzjX0bLy2Y-zshSI0wqwVMMpDNkLcTllmL6nYw4IO9AMFSbre8sEpJTqUcOjOyK3w5rv2STC8&loadFrom=DocumentDeeplink&ts=655.24)):

It makes a tremendous amount of sense and great advice. Kind of switching gears a little bit, obviously you've made that successful transition to business owner and you did it in a way that we hear so often with Michael Johnson Performance, the process, opening a facility, what that takes to be successful. I'd just love for you to share a little bit of your path in deciding to open up Michael Johnson Performance and then also what about that has been challenging, would you recommend opening performance institutes at the end of your career? Maybe just shed some light on the success around that venture.

Michael Johnson ([11:35](https://www.rev.com/transcript-editor/Edit?token=-jryWHHh5Bd6ERCN7zFdv38xlAifCCQWY6YgS85k4coNlJ57p7qsdHzx4iiDtNVHwewYjzyUKtUFKWqt3-Lso2jo0XQ&loadFrom=DocumentDeeplink&ts=695.04)):

Yeah, I started Michael John's Performance 13 years ago and what we do is provide a training and support services to athletes but also to teens. We work with numerous different premier league soccer teams around the world, Olympic federations and governments. So, while we do operate a training facility in Dallas and a sports performance research center there, a large part of our business takes place outside of the center. So, it's a little bit different operating a training center where the entirety of the business takes place within the walls of that facility and what we do, which is with consultants and folks spread out around the world working in the sport industry and providing product development support to companies like Nike and Technogym and different technology companies developing wearable devices and that sort of thing.

Michael Johnson ([12:32](https://www.rev.com/transcript-editor/Edit?token=Hz-RgraGuVzBW8Q-HhotgEmfe5dCQitQLWn8csM44WNJfbAAP10m1GWmCUlG2DcUWPS0vyjmNUtia1iiN9r8cNcrkDc&loadFrom=DocumentDeeplink&ts=752.03)):

So, we're a pretty varied enterprise in terms of what Michael Johnson Performance does but we certainly do stay in our lane in terms of sport though. That's been a process over the 13 years in a process born out of being a true entrepreneur and trying to find out, figure out where the opportunities are. One of the challenges, and why we've been able to build such a global brand and presence around the world and be involved in so many different things is born out of some of the challenges of operating a training center. That's a very difficult business and I learned that along the way, that that's a tremendously difficult business to operate when there are so many options out there. Sports performance is still a relatively young industry, where if you imagine professional athletes typically will have access with their teams to the best training and support and the youth athletes, their parents are my age or younger, but they still are old enough to where sports performance for them was get in the gym and lift some weights at school.

Michael Johnson ([13:44](https://www.rev.com/transcript-editor/Edit?token=vlal_9dfEtpd5uwIczOAlz0r1lOLnueeyNcCJllvkhi9G0dqg4hDRI8NOGQ3aEjpgCRu9hytBqmSyRCCjI_rIMzlSpo&loadFrom=DocumentDeeplink&ts=824.3)):

So, it's a relatively young industry, this whole idea of optimizing athleticism. Speed, strength, power, agility, and minimizing the risk of injury and using sports science to optimize recovery and regeneration and all of the elements and facets of athleticism outside of the skill of the sport, which is where obviously most people spend most of their time. So, that's still relatively new and there aren't a lot of players in the industry. So, trying to operate a facility that is contingent on people and dependent rather on people, your target market, knowing that this is something that's going to benefit me and I've got to find the time for it and then I've got to pay for it. Most of the kids and their parents, they just want to go out and play the sport.

Michael Johnson ([14:32](https://www.rev.com/transcript-editor/Edit?token=HoJgqQv1HyrHCsKGzqeVhI9Cg_fBlV5A1Rj63DH2LWWdzlNrolGjAszKzMjaoGdwLVc6q2TBg4saVdlICot3upTBZBA&loadFrom=DocumentDeeplink&ts=872.04)):

A lot of the communities where we operate or where you could find parents and kids and folks who can afford that sort of service and they're already spending $3,000 a year to play select soccer and they've got practices every evening. So when are they going to find the time? So, it's a tough business. For us, we are at the top of the sort of food chain as it relates to where we sit in the industry and to our target market are people who get it and already understand and we don't have to really educate them much on why they should be taking part in this sort of training and they're willing to commit the time and the money to it because they understand it and they get it and they understand what optimizing performance is going to mean for them.

Brandon Averill ([15:23](https://www.rev.com/transcript-editor/Edit?token=WxSrUzCiPrFemdT6JStX7_l2KZ99qiuoJpL7xIPvq-heJd6XsRyS1tTfiY_XqJ08ci2mH72x7pJS_MrGhbY62aiXmoo&loadFrom=DocumentDeeplink&ts=923.26)):

That's really helpful and we've actually had a couple of clients that have trained their off season out there at Michael Johnson Performance in Dallas and have nothing but amazing things to say. The technology, the abilities there are second to none. So, it's really interesting just to hear that even with such a successful reputation and facility, it still can be challenging to get people through the door at times. So, I think that's going to be really helpful to our audience. I know that the facility isn't just your end game, so I'm curious to know what's ahead for Michael Johnson Performance and what are you working on that you're passionate about right now? I know your business ventures go far beyond just the performance institute there.

Michael Johnson ([16:11](https://www.rev.com/transcript-editor/Edit?token=z_Kv-V6AfVCI9I_iz4b2N2V25BjP-UyZ4S-_s28EEucVRDuxZkXqtX8wwxps1I-JeXrFAMFRGbhb1_6P8rv5o77-keI&loadFrom=DocumentDeeplink&ts=971.38)):

Yeah, so we continue to grow Michael Johnson Performance and the work that we do with all of our different clients. So, there's still room to grow for that business. But we're launching later this year, MJP Digital, Michael Johnson Performance Digital, where we're able to remotely coach athletes wherever they may be in the world. We're able to provide digital accessible programs, training programs for athletes at any level of their sport and in all sports.

Michael Johnson ([16:47](https://www.rev.com/transcript-editor/Edit?token=y0dBNFcC-P_lbpEOjhE9e9PV1PI8MFKzWvV-gMluHl8xrYAPnTExz9pqm4tG2x5AMDM1L9rjf-yCYZ2VOX5Rb_ayfWc&loadFrom=DocumentDeeplink&ts=1007.85)):

So we're really excited about that and one of the things that we've developed over the 13 years that we've been in business, a reputation around the world really with all of the different clients that we have around the globe and all the different sports we work in as being leaders in sports performance, in sports science. How we leverage technology and sport science through some fantastic partners that we have, to be able to really optimize sports performance and development of athleticism.

Michael Johnson ([17:18](https://www.rev.com/transcript-editor/Edit?token=26KZlF-GqZfSYosXJIZnDqYqVltcnEkfF9kUNgxYUTtpbkHIJ84FDUkBKvXlkBK1ZrPA1Yl5AaUDLopydv8tejGBZkQ&loadFrom=DocumentDeeplink&ts=1038.21)):

So, this is really exciting for us because it gives us the opportunity to fulfill that demand that we've had for so long from athletes and teams around the world. It's been a struggle due to the lack of advances in technology that allows us to truly be able to offer a quality experience and effective training that gets the results that athletes are looking for without us having a coach right there in front of that athlete. Now we have the ability to do that.

Erik Averill ([17:51](https://www.rev.com/transcript-editor/Edit?token=ueHaQipNP9VjqMR-lG9n2-bVmRtZ1yNBpnHhXCJvbbtCVjVrqvuH3Aj1IUYLlIxo9O91YqzBb-2vDYuUifMG6dA3XQY&loadFrom=DocumentDeeplink&ts=1071.11)):

Michael, a few things that strike me that I would love to hear your thoughts on are, a lot of times we'll hear athletes talk about just wanting to lend their name to something that you did have this incredible national, really global brand because of your accomplishments on the track. Yet it sounds like you've taken a very active role in this investment. So, I'd love to first hear your thoughts on the difference of just throwing your name on something versus being an operator. Then second, just as you have shared this incredible vision to really bring the best of sports performance globally to all athletes and the demands of technology and the multiple facets of health, this is clearly you're not doing something on your own and a lot of times our guys will want to take a large portion of their financial capital and throw it at one specific idea. So, can you, with obviously maintaining privacy, just talk through even how you've made a decision of how much of your own personal net worth do you invest in any one particular business and I'd just love to hear your thoughts on those two components.

Michael Johnson ([19:00](https://www.rev.com/transcript-editor/Edit?token=IG6xd1TZOKGTNRzKsCkw2RWt698eOE_wDDrrTQQfcN_TbqZkU6dnd6ObN7uYaVHHpyyaiV2Klugo2rwQm35-O8ee2Es&loadFrom=DocumentDeeplink&ts=1140.88)):

I think it really depends on the athlete and their situation. I don't think that in the right situation, I don't think that there's anything wrong with just lending your name to something and not being an active operator or being involved on a daily basis. As long as it's something that you believe with, that aligns with your sort of mission and goals and aligns with how you would want to do business.

Michael Johnson ([19:28](https://www.rev.com/transcript-editor/Edit?token=DYy0J90IpsPmtWzdtpcti5YbECXSVWYVo-V9ayVi2xucru_bsgNMJs9hezMtREfS-9fyeaS-GqROcPeeP1-M4fwR004&loadFrom=DocumentDeeplink&ts=1168.73)):

Obviously, I would caution anyone from putting their name on something that would be operated in a way that they might not operate it themselves, but as long as you can trust that product or that business and you feel like you can add some value with your name as long as your name is being used in the right way, I wouldn't discourage that, but certainly the further removed you are from what you put your name on, the more you have to be very, very careful there. But in terms of how much you put your own money into any sort of venture, that's an area you have to be extremely careful about and I would advise anyone, certainly in retirement, thinking of putting money into any venture, any idea they have themselves to really get some serious advice from different folks who can help and provide different perspectives and make sure that you're looking at it from every angle and what that risk might be.

Michael Johnson ([20:35](https://www.rev.com/transcript-editor/Edit?token=-bLwJqmAmkYMdqsCeSXSdvjy1CefHVZUUXRcgiudOe6rbcknib4M-w7tfsHuTCECemjNo-vbvosFSJevi_q_fs0JgWc&loadFrom=DocumentDeeplink&ts=1235.54)):

So at the end of the day, when do you make the decision as to whether or not you want to bring on investors, which is fraught with all sorts of issues as well if they're not the wright investors or if you're going to do it yourself, which is taking on all the risk yourself, make sure that you sought out some really good advice so that you can look at the situation from all perspectives, eyes wide open so that at the end of the day, when you make your decision, you're making it fully aware of whatever the risks may be for what you're deciding to do there.

Erik Averill ([21:09](https://www.rev.com/transcript-editor/Edit?token=YZI64yD31yua1AFM50oF1eflEhc_zCT8bbBebcPF_d1cgyCuFtO4JQFkAg3XYG4pv_jhNg9Q8LeKIGUtqMTpzeJ8DjA&loadFrom=DocumentDeeplink&ts=1269.06)):

That's really sound advice. The other area I'd love to hear your, just wisdom on, is the other thing that's become very popular because of just mainstream media is Shark Tank. We see Mark Cuban on there, a guest appearance by Alex Rodriguez or we hear these things in the news of Steph Curry and a lot of the other Warriors players getting access to Silicon Valley and finding the next Uber or Facebook or XYZ. I can only imagine with your global brand and notoriety over the years that you have been pitched many of many business opportunities. How would you tell players and very candidly, any wealthy individual when it comes to these private investment opportunities, what advice do you have for them?

Michael Johnson ([21:59](https://www.rev.com/transcript-editor/Edit?token=O_hmENy-6om14m2fpMaxqQtKmkEW-BZvAuAKEeNEQCC67afXBmZ92xX_ZuECpBkBP_yzzrI-926hQQE0ZiLXSOfFrcQ&loadFrom=DocumentDeeplink&ts=1319.15)):

Yeah, I get a lot of that, which has been great, it's been fantastic. I've had some real successes from being fortunate enough to network and meet with people who have introduced me into some fantastic opportunities that have benefited me along the way. But, you just have to be really, really careful who you decide to invest with and who you decide to trust. My philosophy has always been, and I know that I've missed out on some amazing opportunities, but I'd rather miss it and keep what I've got. I'm just not a gambler.

Michael Johnson ([22:41](https://www.rev.com/transcript-editor/Edit?token=VRDpfvozZ_4t-SIhe3tXS7vex0qLIQT-GkX9ASCpyZW11JvpwIWf80DXcgPjLz0lBpqy3_qDX3MJFyhD9LNCKWUcFRg&loadFrom=DocumentDeeplink&ts=1361.88)):

So, if it sounds too good to be true or if I don't understand it and I can't get to a point of understanding it, it's not for me and it takes some time to get an understanding of these things and what I have invested in and opportunities that I have taken. The only way I've gotten a good understanding of those is by having some great mentors and people that I can trust who I've been able to sort of leverage their experience and go along with them as opposed to going it alone on my own in a world that I didn't previously know.

Erik Averill ([23:21](https://www.rev.com/transcript-editor/Edit?token=or6kVqIUHAtqBJ3bnD49ZGHUSiK2Z5sDxBU_I-x6Wheb1VzaN2jdFc7SGGtptocZ4KAS4atzz7kLfAT-ZDeT1KbrQ4M&loadFrom=DocumentDeeplink&ts=1401.6)):

That makes a lot of sense. I want to pivot back to the conversation around health and performance. It was something that you had made the comment of how early we still are in this world of high performance in health and redefining what the term means. I'd love to hear you expanding it beyond the pro athlete. I think back to my own career and I'm dealing with a back issue and I made the comment to my wife that the thing I miss the best about being a pro athlete is if you got hurt, you just went into the trainer room for the next seven days and then you were healed.

Erik Averill ([23:55](https://www.rev.com/transcript-editor/Edit?token=U9JYEkdQLtir3Q0rawkJMu7-_7a85Ztk2wW_TEUvFCSde9pFzWOQpCCwCndSxgvkJzgcs4SVd6_qjBbPhHLDYVAJvO4&loadFrom=DocumentDeeplink&ts=1435.25)):

But with the realities of the rest of life and that's not where you spend your time. Health and wellness can be a difficult thing for, definitely athletes, but everybody in general and this new taking ownership of your own health and your own wellness, can you talk into that? Especially there are so many business owners or venture capital investors that are listening to this podcast and we still have that type A gritty personality, but our bodies don't seem to work the same way. We're sitting a lot. What advice do you have for like just expanding comprehensive view of health and wellness?

Michael Johnson ([24:34](https://www.rev.com/transcript-editor/Edit?token=I1-PXmDXN0uLxJkMhSLhjd53kzLX0SP2rpSVkr5zIdZORp7POr-RsV2B6FC4xZ-UPz1U7isBqNmJHMeBFnHrFwK3thA&loadFrom=DocumentDeeplink&ts=1474.36)):

Yeah, it's an interesting space right now that I'm pretty involved with. So, I've seen a lot of the changes of the intersection between the medical community and wellness and health and longevity and then performance as well. I'll relate it. So, I'm seeing a lot there with regard to services, technology, that's very helpful. So, I think that it's becoming easier for individuals and certainly high performing individuals who maybe have come out of the sports world or even not but are high performing individuals who are under a tremendous amount of stress and looking to be at their best every day and performance is important for them in life. I think what we see now is a tremendous amount of focus and investment into devices and services that do allow you to take better care of yourself and be more aware of your body and your wellness status on a day to day basis.

Michael Johnson ([25:41](https://www.rev.com/transcript-editor/Edit?token=97PNxM-gTHlPT2YVJo84XYr1xjHjYC_hw2Fm02kUn6IW9oSAFH_7v7cgrspjgMynbywESbU1xqvghFxp17L7ZA3eIGE&loadFrom=DocumentDeeplink&ts=1541.74)):

It's something that I'm very interested in myself at 52 years old and traveling a lot and trying to take care of businesses and live an active life and do what I want to do. That's important to me personally, but it's also an area that I've invested in. It's an area that adds even with MJP, with Michael Johnson Performance, we’re seeing a tremendous amount of interest in partnerships that want to access our ability to optimize athletic performance, to transition that into sort of the weekend warrior athlete and high performing individuals in the corporate space as well.

Erik Averill ([26:26](https://www.rev.com/transcript-editor/Edit?token=kaMPR3WlX4W2IwlwMwDg1vyu-VEu3k5x2rDHQ-NbOLW1p0NvkmVrMpaETzppisu9sr__NnDX52ArS5sByksvs0Y47F4&loadFrom=DocumentDeeplink&ts=1586.35)):

If you'd be willing, maybe share, you had made the comment that obviously you're traveling a ton for your own business ventures and whether it's being a commentator or a consultant or obviously being a dad and a husband and all of these great things is, what is your typical morning, weekly routine when it comes to aspects of your health that you focus on to keep yourself healthy?

Michael Johnson ([26:50](https://www.rev.com/transcript-editor/Edit?token=62llQgJBw-fZKydyOX3uc7p1XtKV-LrfNsWD-ettZCFVE74RI7zYmED7ujIXutLMsGjljMJe_Tshmelhi5GrQASBjtk&loadFrom=DocumentDeeplink&ts=1610.84)):

Yes. My situation is now changing a bit, now that I'm 52, my son's off to college, doesn't have time for me anymore. He's over in New York. So, it depends on where you are but I can remember 13 years ago, when he was six years old and I was just starting in JP, I was in the middle of my, five years, six years into my broadcast career with BBC over in the UK, so traveling back and forth to London at the time doing a great deal of corporate motivational work. So, I was very, very busy during that time and it was important for me to look after myself and I felt like I did, I kept a strict training regimen still, very different from when I was an athlete of course, but a good fitness regimen, always ate healthy. I think that helped me a lot during that time.

Michael Johnson ([27:56](https://www.rev.com/transcript-editor/Edit?token=MwzWFWoH5wfCaMlI5wWgOqn4vP_p5F1bMtGPCc-B8_Tyk5SlK7Chq8h_did6Al-pKTV-6rVmCJex0Why5EfrX9RmnXI&loadFrom=DocumentDeeplink&ts=1676.65)):

Now, I've always been fortunate that I could, certainly as I've established MJP and established myself in all of my post athletic career endeavors, been fortunate to sort of travel, pick and choose how I want to travel, when I travel, I enjoy travel. Fortunately, my travel is to places over in Asia and Europe and Africa and places that I'm interested in going, I'm not like a minor league baseball player on a bus going to places you've never heard of, places you guys have had some experience with

Michael Johnson ([28:31](https://www.rev.com/transcript-editor/Edit?token=_XMmjaY5G1z0XtT9pMuAjZTHQ77MYoZbcyPs5Z8b_UvdOQR5fFdbTpLRsS80YUYP-PKGhGdGsnP7WLiI1tS4_7-qCK4&loadFrom=DocumentDeeplink&ts=1711.92)):

So that's all and it's what I've been used to. So travel also is something that comes back with me that I traveled well because as an athlete, with competitions around the world as a track and field athlete, our competitions were all around the world. So, you had to learn how to sleep on the plane early on and I did. So, that was never a problem for me but I think that again, I think I was able to get through those times when it was really a pretty robust travel schedule and strife and all of those things by just continuing to keep up a good fitness regimen and diet and that sort of thing. But, all of that said, you can be doing all the right things, which I was 18 months ago, August, 2018. I'm out here at my house now, out at my gym doing a workout and afterwards started having a strange sensation of not being able to coordinate my leg and arms doing some weird things and tingling just after I finished a workout.

Michael Johnson ([29:32](https://www.rev.com/transcript-editor/Edit?token=hwzSnUoOa5x59osihSPtEEwrA29HhQsG5aZXtxsEYaGBcA7k55jG8P82mlPv50AEGKuTqJbK_YtthB273FVscxQDfdc&loadFrom=DocumentDeeplink&ts=1772.3)):

Long story short, out of an abundance of caution, I went to the hospital, to the emergency room and I'd had a stroke and two hours later I can't walk, can't stand on my left side, can't move my fingers. A Team of doctors come into my room and tell me, you suffered a stroke deep on the right side of your brain and you may recover completely or you may not. So I have to take a leave of absence from all of my different career endeavors and really focused on recovery and fortunately was able to fully recover and get back to normal. But I think again, that recovery, I was able to recover very, very quickly in about six weeks, and not fully recovered in six weeks, it took about six months to fully recover, but I was walking again and back to running in a couple of months. But I was only able to do that through my experience of being an athlete.

Michael Johnson ([30:30](https://www.rev.com/transcript-editor/Edit?token=dqFeg0nboBRho0WzwPf2VFyBrHVx_CxI_kjNNxGTcJ8jnAMcwz91BZcfnXAggqLakQFjvetwCXPp2KbGmivsPLFqV4g&loadFrom=DocumentDeeplink&ts=1830.13)):

So, I know a lot of your listeners are athletes and there's just a tremendous amount of advantage to that. The mindset that you develop, having been an athlete will get you through those tough times like that, as it did for me. It's helped me to succeed in business and there's just no substitute for it. So, wellness is extremely important. Whether it's for prevention, which it certainly can help with or overcoming in a situation like mine, overcoming some sort of major issue like that, which we're probably going to face at some point.

Brandon Averill ([31:05](https://www.rev.com/transcript-editor/Edit?token=sWRE94d73fddBuEH7s07sfuFHqX0Zdsmm9k6rw6_pd3_yBP6rNhaJfU7D1g1tM9mPyvHtJOSCDfJoV-odHCYtCWBN4I&loadFrom=DocumentDeeplink&ts=1865.78)):

Well Michael, thanks for sharing that. I know that probably was, it was definitely a very difficult time to go through something like that. But I think just hearing that, how important it is the message that you just delivered to take care of yourself even after we hang up the spikes or we transition out of the game, how important it is, like you said, to continue to focus on wellness as prevention. Then, really your message around the mindset I think is equally as important. I'd love to hear a little bit more if you don't mind expanding, just, how do you cultivate that mindset? Because I think so many people go through this transition when they get out of sport, whether it be an identity crisis, just not knowing who we are because we don't have that structure anymore to show up to the field every day or to the track every day.

Brandon Averill ([32:00](https://www.rev.com/transcript-editor/Edit?token=3vIrZtmDBsSUJJd0PHvnWl5iMg8XR4UtTd4ZDFHFFrW0PSjt_wG9JiNFk04gkM9S2PsFX2IXN8pnCFsqCezvUUIZI8Q&loadFrom=DocumentDeeplink&ts=1920.62)):

How do you recommend athletes continue to keep that edge or continue to keep that competitiveness flowing and turn something that's obviously, could potentially be catastrophic into something that, you had mentioned you learned from and kind of battled through and it made you better in business, in life and in all aspects?

Michael Johnson ([32:22](https://www.rev.com/transcript-editor/Edit?token=92TPC0kvznm3oyJBKbCT4hhRZJiTGFRyT-aVyzBaxZn3qfNKd_zCvGx1LnvU3tQrFUEKum8D8aKB3ykCtZChjAZKNUM&loadFrom=DocumentDeeplink&ts=1942.79)):

I think that's one of the things that athletes can really benefit from having a good understanding early on when everything is great and you're an athlete, you realize your dream, something you've dreamed of for years. We all know how fortunate we are as professional athletes where we've had friends and teammates throughout our lives up to that point who all wanted to, we all want it to be in this position, realizing the dream of playing professional sports and we made it. So many others didn't and so we're very fortunate. I think a mistake that a lot of athletes make is just sort of soaking and basking in that fortunate status and position as if it's going to last forever and it's not, you're going to transition.

Michael Johnson ([33:14](https://www.rev.com/transcript-editor/Edit?token=qBq_OS6ln3Tmp5kprzGJDUAqNtUXgClgjZF5C7AIMbYC8HnXFt6A5aNFGwn8mcBV6Hj0-2wENRll8EevamXWsMlNeTk&loadFrom=DocumentDeeplink&ts=1994.01)):

The unique situation about being an athlete is that you're going to retire at a very early age from that career, and you're going to have to get back to the reality of life at some point. We're very fortunate that if we play it right, you can say you're set up for the rest of your life, but you have to be thinking about the rest of your life. What was important for me is being known as the fastest man in the world.

Michael Johnson ([33:44](https://www.rev.com/transcript-editor/Edit?token=PafWW9lWx-94d1E4kB7HzJE_g681wLE5SX5HG0ovBCSb5MVADmAN044vFo086Z4JSVv2ve9NMS-6oukBrpPY4A3E6e4&loadFrom=DocumentDeeplink&ts=2024.3)):

It's fantastic being known as gold medalist, world record holder, all of those things that I was known for, it was great. But it was important for me to know that, but that's not all that I am. I'm not just that. Now that's all that everyone knows me as in the people who don't know me truly, the people who aren't my family and friends. Fans and media, that's all they know me as for the most part, but if you get caught up in that yourself, that that's who I am, then once that's gone and you're 35 years old and you're now retired and all of that is now gone, then you're going to struggle.

Michael Johnson ([34:28](https://www.rev.com/transcript-editor/Edit?token=uly1Gobfy27nEHnnJpWLK2pGU80XMuPBxxFh9VEfvMIRI5bzklKsvrOSmfU6F4A9jNsM-FM0WiVnlENXJcaLHZLk2Y4&loadFrom=DocumentDeeplink&ts=2068.33)):

Now you've got to try to find out who you are and who can I be now? That's why you see so many athletes in the past who have retired and then tried to make a come back. That's why you see so many athletes struggle to figure out where they go afterwards and struggle with addiction and struggle with finances because they're reaching for that same sort of status and to bask in that sort of glory again and it ends and you have to be prepared for that and transition into what's next.

Michael Johnson ([35:03](https://www.rev.com/transcript-editor/Edit?token=ZCgaZVZ8Ka-qFvF-4V7VitjSc7DUWK92Z4W4ug4Xf4Q6Lab7C-NsbkREThl3od58HiIvTUnqNthkK7QMRr5GcYx6Tqc&loadFrom=DocumentDeeplink&ts=2103.74)):

That's why, again, it's so important, the two things I try to tell athletes most is the two most important things during your career is to figure out what you're passionate about outside of the sport and what you want to do next and start to prepare for that. That's number one and two, don't get caught up into what everyone else sees you as, there's champion athlete and that that's all that you are because that's going to end and you've still got a lot of living to do.

Erik Averill ([35:31](https://www.rev.com/transcript-editor/Edit?token=wtGRM0OlKNDLjM1P4eJJ1Q9w9wfp4hm1owS1WzI0mQxSf2ACw5XSIMmO8cTRqXyDXo3BOqbm91Si_xsEd3LHGOQs9u0&loadFrom=DocumentDeeplink&ts=2131.67)):

Wow, that's powerful and I don't know that I could have set it up to ask for really a better summary or ending. So, we just want to say thank you so much for this advice. I think you have given all of our listeners and I know certainly Brandon and me a lot to think about from expanding how we see the world beyond maybe just certain aspects of our lives and for using the platform in which all of us have been blessed to have, to benefit others and to expand in other areas. So we really appreciate that and before we go, just for our listeners that want to find you, want to learn more about Michael Johnson Performance and what you're up to, what's the easiest way to connect? Is it just going to the website? Is there anything you can ask of our listeners?

Michael Johnson ([36:23](https://www.rev.com/transcript-editor/Edit?token=Of1vc7hrPekVGCuytcFvZs6Vtp_B5Z2EipY07JU3wBG4V3YeQuJ_EUkzKQPPG2FSHdSjEulP5iH2JeM-viXPnMxiPXM&loadFrom=DocumentDeeplink&ts=2183.56)):

Yeah. So, if you're interested in our services, you can just go to michaeljohnsonperformance.com and you can follow us on social media, on Instagram as well as Twitter. So, we're there and you can find out anything about me as well there. Appreciate that.

Erik Averill ([36:44](https://www.rev.com/transcript-editor/Edit?token=XxwtMZ6v90dp2buUH_3oc5kC6t7ruuhQxZu2RAbh7RF9_nmXaXBSWZpLYTcJzZN84Uz0BNmUI7ywEcInjukOP6ikIbA&loadFrom=DocumentDeeplink&ts=2204.86)):

Well, thank you Michael. Once again, this was truly a blessing and a gift and I know our listeners are going to be very blessed by this, so thank you so much. For all of the Athlete CEO listeners, we thank you for just giving us your time. We hope that this would provide a ton of value to you, both on and off the field, and until next time, stay hungry.